



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Prompt Engineering

Conversational AI and Prompt Techniques



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PROGRAM OVERVIEW

Using Generative AI technology (driven by OpenAI's ChatGPT) in the corporate world offers real value and can be used to create new and creative solutions.

Introducing our 2-day program on Conversational AI and Prompt Techniques, designed for individuals and teams looking to enhance their conversational AI skills and learning about effective prompt techniques. In this program, you'll gain hands-on experience with conversational AI tools and learn how to design and implement conversational AI applications without any coding. The program is carefully structured with each topic accompanied by practical activities and practice time to consolidate your understanding.

The program includes guidance on responsible use and ethical considerations surrounding conversational AI, helping you to implement these technologies responsibly and safely. With this program, you'll gain an in-depth understanding of conversational AI and prompt techniques, learn how to design and implement conversational AI applications, and acquire the skills to implement these technologies responsibly and ethically.

This program is suitable for individuals and teams looking to gain a competitive advantage in the digital age, and those seeking to advance their conversational AI skills. Join us for this exciting opportunity to learn and grow in the field of conversational AI.

PROGRAM OBJECTIVES

The course aims to provide individuals and professionals with the right knowledge and techniques when it comes to maximizing the use of GenAI. Participants will go back to their organization with toolkits that enables them to better enhance business productivity.

By joining the program, participants will gain the right mindset and confidence to create prompts best tailor fit for the organization and its processes.

1. Understand the fundamentals of Prompt Engineering - conversational AI and its applications
2. Analyze the different types of prompt engineering techniques and select the appropriate one for their business needs
3. Design conversational prompts that enhance user engagement and maximize accuracy and quality response, while reducing "hallucination"
4. Implement conversational AI tools in their business processes to increase productivity and efficiency
5. Understand the ethical considerations of using conversational AI and the importance of responsible use.

PROGRAM SCHEDULE

Face to Face On-Campus

August 7, 8, 2025
(8:30 AM-5:00 PM)

PROGRAM FEE

PHP 25,000.00 or USD 450.00*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested in availing of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY



Edwin C. Concepcion

Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries> <https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



WHAT YOU WILL LEARN

1. Introduction to Conversational AI
2. Understanding Prompts and their role in Conversational AI
3. Mastering Prompt Techniques
4. Questioning techniques and task creation
5. Performing the role of Prompt Engineer
6. Practical Applications
7. Ethical Issues and concerns of conversational AI apps
8. Tips for Aspiring Prompt Engineers and AI Professionals

KEY BENEFITS

Well-structured Program and World-class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Gain a Holistic Business Perspective and Deeper Understanding of Prompts and GenAI

The program helps leaders, managers, supervisors, and individual contributors develop a broader business perspective and a deeper understanding of GenAI and prompts' linkages between key teams in an organization, such as Finance, Sales, Marketing, Customer Service, Human Resources, and Operations.

Enhanced Prompt Techniques Leadership and Skills

The program enhances the participants' capability to lead and manage in a cross-functional setting, improving performance, planning, collaboration, and execution of cross-functional efforts while embedding privacy and data protection to business processes.

Additionally, the course has:

1. Dynamic lecturing with slides further enlivened with the use of multi-media audio, video, and web materials
2. Case examples and studies based on practical industry experience
3. Interactive discussions – participants are encouraged to discuss with peers and interact proactively, sharing their experiences from their respective industries and organizations.
4. Hands-on Activities – for participants to apply concepts introduced in the course
5. Using technology tools such as ChatGPT, Midjourney, DALL-E

WHO SHOULD ATTEND

Individuals, Professionals, and Leaders who want to maximize the opportunity GenAI presents to enhance workforce capabilities and business productivity. Entrepreneurs and Business Owners who want to learn how to better implement GenAI in the workplace.



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PROGRAM FACULTY



Edwin Concepcion

Country Manager
Straits Interactive Pte Ltd

Edwin Concepcion is the Country Manager of Straits Interactive Pte Ltd in the Philippines. Edwin is a Fellow of Information Privacy from the International Association of Privacy Professionals. He is a Certified Information Privacy Manager (CIPM), Certified Information Privacy Technologies (CIPT), and Certified Information Privacy Professional / Europe / US (CIPP/E/U).

Edwin is a Certified PECB Trainer for ISO/IEC 27701 (PIMS), ISO/IEC 27001 (ISMS), and ISO 37301 (CMS). Before delving into the privacy and data protection field, Edwin spent over 20 years in the IT industry.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Participants will also earn **One (1)** unit which can be credited to the Postgraduate Certificate in AI Business Professional.

Participants will also earn **One (1)** unit which can be credited to the Postgraduate Diploma in Management.

**The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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